

MEMORANDUM

JULY 129

TO: ALL STORE MANAGERS
FROM: JERRY MORGASEN
SUBJECT: R. J. REYNOLDS FIXTURING & PROMOTION
DATE: JULY 28, 1998

It seems incredible that a store would put merchandise on sale without letting the customer know!

We have been running R. J. Reynolds cigarettes at \$0.20 off a pack for most of this year.

Every time a sales representative puts a price sign on the back, it disappears.

You received several Memos from me explaining the importance of signing.

From now on, the sales representative will deduct the whole quarter's promotional allowance for any store that is missing the sale price sign from a rack.

You, the store manager, not the sales representative, are responsible for signing. The store manager will be held responsible for any minutes lost due to their negligence.

Another problem developing in several stores is the change in placement or obstruction of the designated display racks.

R.J. Reynolds has been authorized to visit those stores and correct the problem.

Cc: M. Putter
D. Padrucco
DM:

51846 2482